

Corridor Description

The Rainier Avenue South Traffic Safety Corridor is approximately eight miles in length, extending from 75th Avenue South north to South Dearborn Street. It serves a diverse population of users including drivers, bicyclists, transit users and pedestrians, as well as a large population that speaks English as a second language. Rainier Avenue is the “main street” for the business districts and residential neighborhoods of McClellan Station, Genesee, Columbia City, Hillman City, Othello and Rainier Beach. The average vehicle traffic load ranges from 18,000 to 42,000 vehicles per day. 1,743 collisions occurred between January 2002 and December 2004 or nearly 50 collisions per month. Two percent (2%) of these collisions involved fatal or disabling injuries and three percent (3%) were alcohol-related. The majority of crashes occurred during daylight hours (74%) and during clear weather (66%). Crashes were fairly evenly distributed through out the year with the exception of August when crashes are 41 percent higher than the monthly average. The highest numbers of crashes occur on Saturdays and Sundays and the fewest occur on Mondays. The peak time of day for crashes is 3:00 p.m.

Some of the significant characteristics of collisions on the Rainier Corridor are:

- **Rear-end, angle and sideswipe (same direction)** are the three most common types of collisions
- **Failing to yield, following too close and inattention** are the three leading contributing cause of collisions.
- **Driving under the influence, exceeding safe speed and failing to yield** are the three leading causes of fatal and disabling injury crashes
- **Failure to yield to pedestrian/cyclists collisions** occur three times more often than similar roadways in the region.

The project is expected to extend 18 to 24 months.

Co-Chairs:

Grace Crunican
Director, Seattle Department of Transportation

Harry Bailey
Assistant Chief, Seattle Police Department

Steering Committee:

Aki Kurose Middle School
Ronald F Howard
Feet First
David Levinger
Jen Cole
Franklin High School
Patricia Newton
Genesee Merchants Association
Grover Haynes

King County DOT
Mary Coltrane
King County Metro Transit
Victor Obeso
Ellen Bevington
Sharon Slebodnick
King County Public Health
Deanne Boisvert, MNPL, BSPH

National Highway Traffic Safety Administration (NHTSA)
Kirk Gillett
Nelson Trucking
Peter Whitehead
Rainier Beach Coalition for Community Empowerment
Elaine Hayes
Rainier Beach High School
Robert Gary, Jr.

Rainier Beach Merchants Association
Mark Capestany
Rainier Othello Safety Assn
Brita Decker
Rainier Othello Safety Assn
Jeremy Valenta
Rainier Valley Chamber of Commerce
Rob Mohn
SE Seattle Crime Prevention Council
Mariana Quarnstrom
Seattle Bicycle Advisory Board
Stephanie Innis-Frans
Seattle Dept. of Neighborhoods
Glenn Harris
Seattle Dept. of Planning & Development
Lyle Bicknell

Seattle DOT
Grace Crunican
Wayne Wentz
Brian Kemper
Dawn Schellenberg
Sandra Woods
Seattle Fire Dept.
Deputy Chief Gary English
Seattle Law Dept.
Mike Finkle
Seattle Office of Economic Development
Ken Takahashi
Seattle Office of Policy & Management
Mian Rice
Kenny Pittman
Seattle Parks Dept.
Cheryl Fraser

Seattle Police
Chief Harry Bailey
Captain Joseph Kessler
Lt. Michael Nolan
Sergeant Brian Johnson
Seattle Schools
Dave Anderson
South Lake Improvement Group
Jeannine Jacobson
Southeast Effective Development
Scott Barkan
WA Liquor Control Board
Susan Blaker
WA Traffic Safety Commission
Monica Petersen-Smith
WSDOT
Matthew Enders
Brian Walsh

Rainier Avenue South Traffic Safety Corridor Enforcement

	Corridor Safety Problems Identified	Planned Actions	Organization	Target Date	Desired Impact
1.	<p>Drivers are exceeding safe speeds. It is the second highest contributing cause for collisions on the corridor</p> <p>Particular problems are:</p> <ul style="list-style-type: none"> • School zones • 3:00pm collision spike • Pedestrian zones • Traffic volume • Left turn lanes are used to pass at excess speeds between Seward Park and the south city limits. 	<p>A.Target specific locations for speed enforcement actions</p> <p>B.Install a permanent speed reader facing NB traffic on Rainier at the south end of the corridor to set the tone for motorists to slow down before they enter the more congested business districts.</p>	<p>SPD</p> <p>SDOT</p>	<p>Ongoing</p> <p>[TBD]</p>	Deter speeding
2.	<p>Impaired driving is the leading cause of fatal and disabling collisions on the corridor. There are licensed liquor establishments on or near the corridor.</p>	<p>A.Conduct DUI emphasis patrols.</p> <p>B.SPД will submit a copy of every Rainier DUI arrest to WSLCB.</p> <p>C.WSLCB will track DUI arrests to identify bars/taverns with high DUI arrests.</p> <p>D.WSLCB will conduct enforcement and educational campaigns at targeted establishments.</p>	<p>SPD</p> <p>Washington States Liquor Control Board (WSLCB)</p>	Ongoing	<p>A.Decrease the incidents of DUI in the Rainier corridor.</p> <p>B.Gain compliance of licensed liquor establishments re: not serving impaired customers.</p> <p>C.Identify non-compliant liquor establishments & enable liquor control enforcement.</p>
3.	<p>Failure to yield is the leading cause of collisions on the corridor.</p>	<p>A.Conduct safety emphasis patrols to target motorists who fail to stop for pedestrians in cross walks and elsewhere.</p> <p>B.Conduct red light running emphasis patrols.</p>	SPD	Ongoing	<p>A.Voluntary compliance for motorists yielding to pedestrians and other motorists.</p> <p>B.Voluntary compliance with traffic signals.</p>

	Corridor Safety Problems Identified	Planned Actions	Organization	Target Date	Desired Impact
4.	Pedestrians are violating traffic laws and are engaging in unsafe behavior: <ul style="list-style-type: none"> • Crossing outside of sidewalks particularly near Franklin High School. • Jaywalking north of McClellan (near Lowes, QFC and the bus stop) • Ignoring traffic signals • Not paying attention to vehicle traffic • Unfamiliar with drivers and pedestrian traffic laws 	Pedestrian safety patrols will target jaywalking	SPD		Voluntary compliance to eliminate jay-walking

Note that the enforcement strategy is flexible. Traffic resources can be shifted to address specific needs as they arise. The Seattle Police Traffic Section will manage the enforcement overtime. All overtime tracking, and the collection and analysis of citations/statistics will be done by the Seattle Police Traffic Section and submitted to the WTSC for review.

Rainier Avenue South Traffic Safety Corridor Engineering

	Corridor Safety Problems Identified	Planned Actions	Organization	Target Date	Desired Impact
1.	Roadway conditions are poor for bicyclists <ul style="list-style-type: none"> Roads are narrow No bike lanes north of Seward Park Near Term & Long Term	A. Provide analysis of the problem and possible solutions to the SETS. B. Near term - look at possibility of installing bike-friendly storm drain grates and providing more signing to direct bicyclists to current bike routes (I-90, Dearborn, Lake Washington Blvd).	SDOT	4Q 4Q	Bike friendly storm drain grates provide safer path for cyclists.
2.	Signs may be blocked by parking or traffic. Near Term	Conduct sign inventory (drive-through) to look at pavement markings & signs, adding or removing as needed.	SDOT	2Q 3/4Q	Improved placement of signs provide important driver information and allows them to pay more attention to their driving.
3.	Many areas along the Corridor have multiple or uncontrolled access points <ul style="list-style-type: none"> There are a high number of driveways related crashes at McClellan/Mt Baker Lots of driveways and businesses close to the road create problems near Othello Near Term & Long Term	A. Ongoing effort to look at turn restrictions (working with businesses). B. Long term - look at driveway consolidation.	SDOT	3Q	If driveway turn restrictions are implemented they would reduce the likelihood of some crashes.
4.	There are a number of areas and behaviors that create unsafe conditions for pedestrians <ul style="list-style-type: none"> Auto pedestrian conflicts near schools, apartments and senior housing. 	A. Provide countdown pedestrian signals at 5 intersections along Corridor. B. Provide LED pushbuttons at 3	SDOT	3Q 2/3Q	San Francisco study suggest a small reduction in crashes and a better understanding of the

	Corridor Safety Problems Identified	Planned Actions	Organization	Target Date	Desired Impact
	<ul style="list-style-type: none"> Pedestrians are being hit at Henderson (signalized intersection) 20% of pedestrian collisions occur in Hillman City/Columbia City Inadequate sidewalk widths in some locations High vehicle speeds at signalized intersections with free right turn lanes <p>Near Term</p>	<p>intersections along Corridor.</p> <p>C. At Henderson/Rainier, implement a lead pedestrian interval in the signal timing.</p> <p>D. Evaluate road diet options for the future.</p> <p>E. Evaluate the need for a designated left turn arrow at Orcas or adding signals at Mead and/or Findlay.</p> <p>F. Evaluate the possible use of bulb-outs in the SETS to address pedestrian activity in the Hillman business area.</p>		<p>3Q</p> <p>2Q</p>	<p>pedestrian indications. Signal timing at Henderson could provide a better understanding of need to yield to peds.</p>
5.	<p>There are a number of high collision intersections (and other locations) in the Corridor.</p> <ul style="list-style-type: none"> MLK (rear-end, angle, sideswipe - same direction) Genessee (angle, rear-end) McClellan- (rear-end, driveway-related, sideswipe - same direction) Orcas (angle, rear-end) Othello (angle, rear-end, driveway-related) Henderson (rear-end, angle) <p>Near Term</p>	<p>A. Continue ongoing work to look at signal timing and turning improvements at these locations.</p> <p>B. Install protected left turn at Genessee (currently Prot/Perm).</p> <p>B. Provide photo enforcement at 1 intersection along Corridor.</p> <p>C. Look at restricting left turns at key locations (during peak hours).</p> <p>D. Look at signal timing/visibility.</p>	SDOT	<p>3Q</p> <p>5/24/06 2Q</p> <p>3Q</p>	<p>Signal timing will concentrate on clearances and tweak progression. Could reduce rear-end crashes. Photo enforcement should reduce right angle crashes. If left turns are restricted they would reduce those types of crashes.</p>
6.	<p>There are a number of parked car and fixed object collisions. (higher than normal rates for fatal/disabling collisions)</p>	<p>A. Stripe permanent parking spaces in high crash areas, specifically south of Seward Park Ave and near Genessee.</p> <p>B. Evaluate temporary parking</p>	SDOT	<p>4Q</p> <p>4Q</p>	<p>Better definition of parking area should keep cars off sidewalk and provide better guide for motorists.</p>

	Corridor Safety Problems Identified	Planned Actions	Organization	Target Date	Desired Impact
	Near Term	spaces near Genesee.			
7.	Visibility of signs is poor for drivers. Near Term	A. Provide larger street name signs along the length of the Corridor. B. Install 2 “Your Speed Is” signs along Corridor (1 northbound, 1 southbound).	SDOT	3Q 4Q	Reduced driver confusion will aid safety. Electronic speed signs result in good compliance to limits.
8.	The transition to the road diet at Cornell is abrupt and there is a blind curve with a marked crosswalk. Near Term	A. Modify merge signing around road diet area to make sure it conveys this information to drivers. B. Provide pedestrian crossing warning signs around curve area.	SDOT	2Q	Improved notice to motorists of conditions where they may need to slow down.
9.	At the crosswalk north of Seward Park Ave, cars can park right up to the crosswalk. Near Term	Look at reducing 1 parking space in advance of crosswalk to improve pedestrian visibility (work with businesses).	SDOT	2Q	Improves sight line between motorists and peds.
10.	Corridor boundaries must be defined. Near Term	Install 6-8 Corridor signs to designate the project.	SDOT	April 26th	
	Total Engineering Project Estimate				
	Total SDOT Contribution				
	Total WSDOT Contribution				

Rainier Avenue South Traffic Safety Corridor Education

	Corridor Safety Problems Identified	Planned Actions	Organization	Target Date	Desired Impact
1.	<p>To prevent safety violations that are contributing to collisions along the Rainier Corridor, public awareness should be raised about the importance of the rules of the road and safe driving, cyclist and pedestrian behavior. These education and outreach efforts should focus on the leading causes of collisions:</p> <ul style="list-style-type: none"> • Failing to yield to other vehicles, pedestrians and cyclists • Following too close • Inattention • Disregarding signals • Exceeding Safe Speed • Driving under the influence • Improper turn 	A.Develop a project identity with a logo that portrays safety on Rainier	Education Committee/ Graphic Designer	March 1, 2006	Camera ready art work in a variety of sizes and formats for branding project materials
		<p>B.Plan and execute a project kick off event</p> <ol style="list-style-type: none"> 1.Develop kick off theme and program 2.Determine venue for event 3.Identify kick off promotional materials and order 4.Develop guest list 5.Promote the event 	Education Committee	April 2006	Good attendance at the kick off event and strong media coverage that explains the project purpose. Increased awareness of the project and a foundation for community outreach.
		C.Conduct a public perception survey pre and post	Education Committee	April 2006 and October 2006	Information to evaluate public awareness of safety on the Rainier corridor and changes in awareness over the course of the project.
		D.Relying upon project data and team knowledge of the community identify key messages, target audiences and delivery methods.	Education Committee	ongoing	Appropriate educational and promotional materials integrated with an outreach plan that promotes

	Corridor Safety Problems Identified	Planned Actions	Organization	Target Date	Desired Impact
					safety on the corridor.
		E.Develop education and awareness materials that are relevant to the target audience.	Education Committee	ongoing	Increase awareness of the project and of safe driving, walking and bicycling behavior.
		F.Identify opportunities in the community to promote safety on Rainier. This may include periodic events such as Seafair, ongoing community forums such as civic and community groups, traditional advertising opportunities such as bus interior and exterior advertising, PSAs or radio sponsorships, Web site, schools and businesses.	Education Committee	ongoing	Increased opportunities to educate the public about safe driving, cycling and pedestrian behaviors on the Rainier corridor.
		G.Develop a speaker materials and a speakers' bureau to respond to presentation opportunities.	Education Committee	Kick-off May 2006/ ongoing	Increase support from and awareness of both targeted and the general community